Meatless Mondays is a recent global campaign aimed at lowering our overall meat consumption for our health and the environment. Believe it or not, the movement has a history stretching back to World War I. It all started with Herbert Hoover prior to his presidency… and it was originally Tuesdays, not Mondays, when Americans were asked to limit their meat consumption.

NATIONAL WAR LABOR BOARD

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Propaganda posters such as this one encouraged industrial workers to increase production for the war effort.



**War bonds** are [debt securities](http://en.wikipedia.org/wiki/Security_(finance)) issued by a government to finance military.

On May 18, 1917, the Selective Service Act was passed authorizing the President to increase temporarily the military establishment of the United States. The Selective Service System, under the office of the Provost Marshal General, was responsible for the process of selecting men for induction into the military service, from the initial registration to the actual delivery of men to military training camps.



With meatless, wheatless, eatless days,

Coal indicating heatless days,

The melancholy days have come, yet taxes make us miserless.

An avalanche of less-less days,

Successless days and lessless days,

Just makes us fight with all our might that Germany be Kaiserless!